

SCHOOL OF LIBERAL ARTS
IILM UNIVERSITY

School of liberal arts at IILM UNIVERSITY, Gurugram, offer following programs in design at under graduate level.

Undergraduate Level - B. Design - Bachelor of Design

B. Design with specialization in Interior Design

B. Design with specialization in Fashion Design

Programme	B. Design	FASHION DESIGN	& MANAGEMENT		
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BACHELOR OF DESIGN

IILM offers management integrated design programs that prepares students for the industry and will strengthen the role of design in leading business. The scope and range of talent and skills acquired, offers tremendous opportunities to students to move into various segments of industry, for placements and further expertise.

In addition, IILM provides students with the option of a flexible curriculum to accelerate the completion of the B. Design degree. On acquiring a total of 170 credits from the course offerings, a student can complete the degree in a span of 3 years.

Fashion Design & Management

B. Design Degree in Fashion Design & Management allows for students to acquire a thorough background in all aspects of the fashion industry. It aims to prepare students with a holistic approach for a professional and creative career in the fashion space.

The curriculum focuses not just on fashion design but also on fashion management, which is in growing demand in this fast-changing field. It will also encourage and develop leadership skills amongst students leading them to the path of entrepreneurship and management.

It will help students develop competencies in styling, merchandising, marketing and management of fashion goods from high street to luxury categories, thereby preparing them for a wide range of career opportunities.

Interior Design

This program is structured to produce graduates who are culturally, socially, and historically aware, and who have the knowledge and skills to create safe and pleasing interior environments. The emphasis is on innovative, effective verbal communication skills, graphic skills and technical proficiency, with its focus on the development of critical thinking.

Program Learning Goals (PLG's)

PLO1 Develop critical and analytical thinking skills.

PLO2 Enhance verbal and written communication skills.

PLO3 Ability to make clear and ethical judgments.

PLO4 Inculcate the ability to seek innovative solutions to real-world problems.

PLO5. Foster the ability to collaborate and work effectively in a team.

PLO6. Develop an interdisciplinary approach to address socio-economic and organizational issues.

PLO7. Articulate fashion and design ideas verbally, visually, and digitally to support future careers.

PLO8. Acquire a problem-solving approach to design innovation and develop global competencies.

PLO9. Nurture creativity and encourage professionalism and entrepreneurship in the field of fashion and design.

Batch	2021-2025				
Term 1					
Course Name	Course Code	Core/Elective	Credits	Hours	Session
Digital Humanities	IILMU-CC-001	AEC/SEC	2	30	24
Critical Thinking	IILMU-CC-002	AEC/SEC	2	30	24
Written and Oral Communication	IILMU-CC-003	AEC/SEC	2	30	24
Art Mediums & Expressions	IILMU-CC-004	AEC/SEC	2	30	24
Visualization & Drawing Techniques- Photography	SLAP-BDES-101	Core	2	30	24
Visualization & Drawing Techniques- Drawing & Sketching	SLAP-BDES-102	Core	2	30	24
Visualization & Drawing Techniques- Color Theory & Psychology	SLAL-BDES-103	Core	2	30	24
Material Exploration & Craft Studies-I	SLAP-BDES-104	Core	4	60	48
Design Fundamentals	SLAP-BDES-105	Core	2	30	24
*Course from Other Programs Core subjects		Free Elective	4	60	48
			24		
Term 2					
Course Name	Course Code	Core/Elective	Credits	Hours	Session
Team Work and Intergroup Relations	IILMU-CC-005	AEC/SEC	2	30	24
Environment Studies and SDG	IILMU-CC-006	AEC/SEC	2	30	24
Design Fundamentals II	SLAP-BDES-104	Core	4	60	48
Design Process & Research-I	SLAP-BDES-105	Core	4	60	48
History of Art & Design	SLAL-BDES-106	Core	2	30	24
Design & Media	SLAL-BDES-107	Core	4	60	48
Material Exploration & Craft Studies-II	SLAP-BDES-108	Core	2	30	24
*Course from Other Programs Core subjects		Free Elective	4	30	24
			24		
Term 3					
Course Name	Course Code	Core/Elective	Credits	Hours	Session
Design Process & Research-II	SLAP-BDES-201	Core	2	30	24
Fabric Studies & Textiles-I	SLAL-BDESF-202	Core	6	90	48
Fashion Illustration & CAD-I	SLAP-BDESF-203	Core	4	60	48
Fashion History & Theory	SLAL-BDESF-204	Core	6	90	72
Foreign Language	IILMU-CC-007	AEC/SEC	2	30	24
*Course from other programs		Free Elective	4	60	48
			24		
Term 4					

Course Name	Course Code	Core/Elective	Credits	Hours	Session
Fashion Illustration & CAD-II	SLAL-BDESF-205	Core	2	30	24
Fashion Styling	SLAP-BDESF-206	Core	6	30	24
Pattern Development-I	SLAP-BDESF-207	Core	4	90	72
Garment Construction & Draping-I	SLAP-BDESF-208	Core	4	60	48
Buying, Merchandising & Product Fundamentals-I	SLAP-BDESF-209	Core	4	90	72
Foreign Language	IILMU-CC-008	AEC/SEC	2	30	24
*Course from other programs		Free Elective	4	30	24
			26		
Term 5					
Course Name	Course Code	Core/Elective	Credits	Hours	Session
Pattern Development-II	SLAP-BDESF-301	Core	6	90	72
Garment Construction & Draping-II	SLAP-BDESF-302	Core	2	90	72
Buying, Merchandising & Product Fundamentals-II	SLAL-BDESF-303	Core	2	30	24
Design Marketing & Management	SLAL-BDESF-304	Core	4	60	48
Entrepreneurship & Professional Practice	SLAL-BDESE-305	Fixed Elective	4	60	48
Fashion Journalism	SLAL-BDESE-310	Fixed Elective	4	60	48
*Course from other programs		Free Elective	4	60	48
			26		
Term 6					
Course Name	Course Code	Core/Elective	Credits	Hours	Session
Luxury & Design	SLAL-BDESE-306	Fixed Elective	4	60	48
Technology & Sustainability	SLAL-BDESE-307	Fixed Elective	4	60	48
Retail & E-commerce	SLAL-BDESE-308	Fixed Elective	4	60	48
Visual Communication	SLAP-BDESE-309	Fixed Elective	4	60	48
*Course from other programs		Free Elective	4	60	48
Fashion Project	SLAL-BDESF-311	Core	6	90	72
			26		
Term 7					
Course Name	Course Code	Core/Elective	Credits	Hours	Session
Summer Internship	SLAP-BDES-401	Core	4	120	NA
Design Project I (Industry Project)- NGO/ Social Impact	SLAP-BDES-402	Core	2	60	NA
Design Project II (Industry Project)	SLAP-BDES-403	Core	2	60	NA
			8		
Term 8					

Course Name	Course Code	Core/Elective	Credits	Hours	Session
Final Design Project	SLAP-BDES-404	Core	12	360	NA
		Total	170		
Programme	B. Design	INTERIOR DESIGN			
Batch	2021-2025				
Term 1					
Course Name	Course Code	Core/Elective	Credits	Hours	Session
Digital Humanities	IILMU-CC-001	AEC/SEC	2	30	24
Critical Thinking	IILMU-CC-002	AEC/SEC	2	30	24
Written and Oral Communication	IILMU-CC-003	AEC/SEC	2	30	24
Art Mediums & Expressions	IILMU-CC-004	AEC/SEC	2	30	24
Visualization & Drawing Techniques	SLAP-BDES-101	Core	6	30	24
Material Exploration & Craft Studies-I	SLAP-BDES-104	Core	4	60	48
Design Fundamentals I	SLAP-BDES-105	Core	2	30	24
*Course from Other Programs Core subjects		Free Elective	4	60	48
			24		
Term 2					
Course Name	Course Code	Core/Elective	Credits	Hours	Session
Team Work and Intergroup Relations	IILMU-CC-005	AEC/SEC	2	30	24
Environment Studies and SDG	IILMU-CC-006	AEC/SEC	2	30	24
Design Fundamentals II	SLAP-BDES-104	Core	4	60	48
Design Process & Research-I	SLAP-BDES-105	Core	4	60	48
History of Art & Design	SLAL-BDES-106	Core	2	30	24
Design & Media	SLAL-BDES-107	Core	4	60	48
Material Exploration & Craft Studies-II	SLAP-BDES-108	Core	2	30	24
*Course from Other Programs Core subjects		Free Elective	4	60	48
			24		
Term 3					
Course Name	Course Code	Core/Elective	Credits	Hours	Session
Design Process & Research-II	SLAP-BDES-201	Core	2	30	24
Building Material & Construction-I	SLAP-BDESI-203	Core	4	60	48
Technical Drafting & Digital Software	SLAP-BDESI-204	Core	6	60	48
Interior Design – Residential (Core)	SLAP-BDESI-205	Core	6	90	72
Foreign Language	IILMU-CC-007	AEC/SEC	2	30	24
*Course from other programs		Free Elective	4	60	48
			24		

Term 4					
Course Name	Course Code	Core/Elective	Credits	Hours	Session
Building Material & Construction-II	SLAP-BDESI-206	Core	2	30	24
Building Technology & Services	SLAL-BDESI-208	Core	6	90	72
Interior Styling-I	SLAP-BDESI-209	Core	6	60	48
Interior Design - Commercial/Public Spaces	SLAP-BDESI-210	Core	6	90	72
Foreign Language	IILMU-CC-008	SEC/AEC	2	30	24
*Course from other programs		Free Elective	4	60	48
			26		
Term 5					
Course Name	Course Code	Core/Elective	Credits	Hours	Session
Interior Design History & Project	SLAL-BDESI-301	Core	6	90	72
Furniture Design	SLAP-BDESI-302	Core	6	90	72
Interior Styling II	SLAP-BDESI-303	Core	2	30	24
Design Marketing & Management	SLAL-BDESF-304	Fixed Elective	4	60	48
Buying, Merchandising & Product Fundamentals	SLAL-BDESF-303	Fixed Elective	4	60	48
*Course from other programs		Free Elective	4	60	48
			26		
Term 6					
Course Name	Course Code	Core/Elective	Credits	Hours	Session
Luxury & Design	SLAL-BDESE-306	Fixed Elective	4	60	48
Technology & Sustainability	SLAL-BDESE-307	Fixed Elective	4	60	48
Retail & E-commerce	SLAL-BDESE-308	Fixed Elective	4	60	48
Visual Communication	SLAP-BDESE-309	Fixed Elective	4	60	48
Interior Design - Retail & Exhibition	SLAP-BDESI-310	Core	6	90	72
*Course from other programs		Free Elective	4	60	48
			26		
Term7					
Course Name	Course Code	Core/Elective	Credits	Hours	Session
SIP (Summer Internship)	SLAP-BDES-401	Core	4	120	NA
Design Project I (Industry Project)- NGO/ Social Impact	SLAP-BDES-402	Core	2	60	NA
Design Project II (Industry Project)	SLAP-BDES-403	Core	2	60	NA
			8		
Term 8					
Course Name	Course Code	Core/Elective	Credits	Hours	Session
Final Design Project	SLAP-BDES-404	Core	12	360	NA

		Total	170		

Programme: Bachelor of Design
Specialisation: Fashion Design & Management

Course Code: ILMU-CC-001

Course Name: Digital Humanities

Course description in brief:

The module on Photography is to learn the fundamentals of photography **Course Code: ILMU-CC-001**
 We all do reading at computer. In such situations, computer replaces the printed books. What could we discover if we read a text published in the early 18th or 19th centuries? Does this bring any change in reading and understanding of a novel if we laid it out in geographical space? Digital Humanities course help us explore the above questions.

The module includes the organized use of digital resources in humanities and the analysis of their application. It helps us to understand and interpret a thousand of books all at once. Primary sources of information are more frequently digitized and available online. We need to know how to use the new tools, methods, and sources to understand the nature of literary studies in digital age. This course examines the contrasts and continuities between traditional and digital humanities, role of digital archives, and the tools and techniques used by digital humanists.

Course Code: ILMU-CC-002

Course Name: Critical Thinking

Course description in brief:

This course dissects the components of arguments and helps students to interpret them based on their perspectives. Students are introduced to the processes of logical reasoning to interpret arguments and learn how to evaluate the quality of reasoning behind arguments, interpretations, and/or beliefs. In this course, we will practice the skills involved in “critical thinking”, the process by which we develop and support our beliefs and evaluate the strength of arguments. The central goal of this course is to empower you to think more clearly and analytically about what you believe and be more effective in arguing for your views.

Course Code: ILMU-CC-003

Course Name: Written and Oral Communication

Course description in brief:

The course is aimed at equipping the student with the knowledge and technique of communicating effectively for a successful professional and personal life. Oral and written Communication is an applied course, that provides students a platform to enhance their skills, honing these through skill acquisition, practice followed by feedback in an interactive mode. The course will help students to communicate accurately using different contemporary modes. As the course will be common to students of other schools, the focus will be to attempt reading and reference from their domain for ease of understanding and assimilation. Developing excellent oral and written communication skill is extremely important to your career success, whether you are already working or are about to enter today's workplace. Surveys of employers show that communication skills are critical to effective job placement performance, career advancement and organizational success. Employers often rank communication skills among the most-requested competencies. Communication skills include writing, reading, listening, nonverbal, and speaking skills. Writing skills are more important than ever because technology enables us to transmit messages more rapidly, more often and to greater numbers of people than ever before. Flatter organizations demand that every employee be a skilled communicator. Communicating with peers, managers, clients, and customers who differ in race, ethnicity, gender, age and lifestyle is commonplace and requires special skills. The most successful players in the new world of work will be those with highly developed communication skills. The lectures, discussions, assignments and exercises in this course are designed to improve your practical communication skills.

Course Code: IILMU-CC-004

Course Name: Art Mediums & Expressions

Course description in brief:

The objective of this module is to focus on 2 aspects - Art mediums and art as a form of expression. The module will cover different art mediums such as painting. Painting is the practice of applying paint or other media to a surface, usually with a brush and can be in either of these forms -acrylic, watercolour or oil paints. Students will also be introduced to popular artists and artworks from across the world.

Art is a form of expressing oneself through various mediums. The module aims to help students understand how via these mediums they can best communicate and express themselves. The arts provide the opportunity to explore our inner inspirations and depths. The module will help discover various aspects and the relationship between fashion and art and how important clothing is as a form of expression. Music, dance, photography and writing can be considered forms of art and ways in which people express themselves as well. World over one can see how people are using their love of music, dance and the visual arts to not just simply express themselves but also to help others. Students will develop visual literacy and be able to describe, analyse and interpret created artworks.

Course Code: SLAP-BDES-101

Course Name: Visualization and Drawing Techniques

Course description in brief:

The course is a combination of 3 units - **Photography, Drawing & Sketching, Colour Theory & Psychology.**

The module on Photography is to learn the fundamentals of photography and to be able to apply the basic techniques to capture great photographs. Students will learn all the basic rules and settings that photography enthusiasts should know, no matter which camera is being used.

The course covers, how to hold your camera, composition, light usage, transferring your photos from digital media, storage, file formats and exporting final resolutions for most applications. The module will cover the fundamentals of aperture, shutter speeds, exposure, and the difference between shooting in studio and outside locations.

The purpose of this module on photography is to enhance the conceptual awareness of photography as a means of artistic expression and learn the workings of it through experimentation, experience and a process of discussion and feedback.

The module on Drawing & Sketching covers the study and application of different drawing media, methods and techniques. Being able to express an idea with a quick sketch and having the confidence to share it with other people, is a valuable communication tool no matter what field you are in.

Sketches are pictorial representation that fully defines a concept, design or idea. Designers create drawings during early design stages to communicate ideas and as a “thinking aloud” process.

In this course, students explore the process of drawing using graphite pencils, charcoal, coloured pencils, and pastels. The guided exercises provide an opportunity to improve drawing skills and help learn techniques to make drawing more enjoyable and easier. Students learn many drawing skills including how to draw contour lines, perspective and size relationships, shading and colours.

The module on Colour Theory & Psychology is to understand the science of colour and to be able to apply that, in real life situations. It will introduce students to details of colour theory and the behavior of pigments. The module will elaborate on how colours and certain principles can be used to communicate visual perceptions, emotions and feelings

Students are introduced to the concept of colour psychology and given an in-depth understanding of the importance and relevance.. The study of the symbolism of each colour in different contexts, countries and cultures to further understand consumer/client behavior.

Marketing is an important area, which has explored colour as a medium to communicate and grab the attention of the viewer. The module explores the use of colours across brands of different categories and segments. The sessions are dedicated towards consciously understanding this behavior to be able to create visually thought after and challenging compositions.

Course Code: SLAP-BDES-104/ SLAP-BDES-108

Course Name: Material Exploration & Craft Studies-I & II

Course description in brief:

The unit applies to the manipulation of a range of paper, wire, fibres, fabrics and other material used in the production of garments, accessories, interior and exterior applications, commissioned textiles, 2 dimensional and 3 dimensional objects. Learning activities in this unit will include a variety of methods - technical workshops, projects, research, documentation, written reports and in-class exercises. Students will be required to creatively apply manipulation techniques to produce 2 dimensional and 3 dimensional products.

This exploratory course helps students understand the structural, visual, tactile properties of different materials. The students will explore nature of hand tools, semi-auto machines and its application on materials, experiment with techniques of material shaping, manipulation and form transition.

Course Code: SLAP-BDES-105/ SLAP-BDES-104**Course Name: Design Fundamentals I & II****Course description in brief:**

Design Fundamentals explores the basic design principles and sources of design inspiration fundamental to all visual arts through readings, discussion, exercises and laboratory application. This is a visual design theory course that introduces the core concepts of visual design — visual elements, principles of design and creative process. Composition issues and strategies valid in all areas of visual design are explored through examples, exercises, critiques and creative projects. All art and design students are required to complete this course as it serves designers in a variety of other areas.

Course Code: IILMU-CC-005**Course Name: Team Work and Intergroup Relations****Course description in brief:**

The course introduces the students to the concepts, methods and models of high performing teams and teamwork, managerial effectiveness and individual effectiveness in building interpersonal skills. The course will deal with a range of topics from defining roles, role of communication, effective decision making, valued diversity, managing conflicts, influencing and building positive atmosphere, cooperative relationships and participative leadership. It helps students to understand and explain teams, their characteristics and formation process, articulate how teamwork and organizational contexts influence team effectiveness, apply concepts of individual differences and team dynamics for better performance, assess their own qualities as a team member and understand how individual team member characteristics influence team effectiveness & to develop and practice skills necessary for effective team work

Course Code: IILMU-CC-006**Course Name: Environment Studies and SDG****Course description in brief:**

This course introduces the fundamental concepts of environmental studies as essential to any socially and environmentally responsible citizen. The course focuses on the issues and challenges with respect to the protection and conservation of the environment.

The module sensitize students to the imperative and multidisciplinary nature of environmental studies. Also to the fundamentals of ecosystems and biodiversity.

Course Code: SLAP-BDES-105/ SLAP-BDES-201**Course Name: Design Process & Research I & II****Course description in brief:**

We introduce and refine our creative problem-solving skills. We work to understand and analyse design problems, developing distinctive concept statements and then creating and refining designs that manifest that concept. The course involves a balance of lecture and discussion along with extensive design exercises and design problems. Developed concepts ground great design. Inspiration, of whatever sort, begins a concept. Talent and technical skills are needed to implement and present designs, but the practice of refining, revising and gradually improving solutions is the most valuable and necessary ability for a successful designer in any field. Great research breeds great design. Design researchers carefully investigate human experience and behavior, dream up new ways to spark and distil insight, and inspire teams and clients to address people's needs through bold, optimistic design. Design research concerns itself with developing insights and inspirations to strategically inform a design and innovation process and uses qualitative research methods.

Design research is rooted in the discipline of design studies and methods, where the creative processes of designers are studied and articulated for replication. Over the years, as user-centred design became a central

driving force of innovation, design research has come to encompass all the methods used to gather data from various sources to define a product or a system's requirement. It helps us to narrow down and pin point more accurately issues and problems that may not be apparent at the superficial level, and also helps us to uncover the 'real' problem or requirement. It helps us to understand all the stakeholders, from users and customers to producers and sellers, within the system and all the factors that influence and govern them.

Design Research helps us to define the requirements so that the product or system solves a key, crucial problem, in a novel and innovative manner, offering value to the end-user and other stakeholders too. Design researchers borrow methods from anthropology & ethnography, strategic thinking, and market research to gather information from various stakeholders and synthesize the data into actionable insights and requirements for the design and innovation team.

Course Code: SLAL-BDESF-202

Course Name: Fabric Studies & Textiles-I

Course description in brief:

This course will develop your individual research into textile art, culture, craft and design, enabling one to combine experience of textiles practice with a personal project. Students will be encouraged to challenge themselves, to explore and transform their own work using new materials, processes, techniques and ideas to emerge with a renewed sense of personal vision.

The Fabric study course is designed to give a comprehensive overview of textile fibres, their production, types, characteristics, spinning into yarns, designing, formation of fabrics of different types through weaving and other methods of fabric construction, care of fabrics etc. It provides understanding of the following aspects like identification of fibres, methods of yarn and fabric construction, differentiating blends, union fabrics, colouring and surface decoration of textiles, use of natural dyes for environmental well-being, quality aspects of textiles, appropriate care of textiles for better performance, better consumers in selection of fabrics for various end uses, discerning counterfeit textiles

Course Code: SLAP-BDESF-203/ SLAL-BDESF-205

Course Name: Fashion Illustration & CAD-I & II

Course description in brief:

The Fashion Illustration & CAD-I is not only the design or representation of a garment, but more of an art form. The student will learn the basics of fashion illustration like drawing technique of the human figure and different techniques such as using pencil, markers, watercolours, paint, computer programs, etc. It is expected that the student realizes the importance of doing an effective research for a project, how to interpret it and the needs of a client while also keeping their style, how to bring to life a trend, a concept or a mood through their artistic vision. During this time students will also start to develop their own style and building their own portfolio. Here is an outline of common concepts taught in fashion illustration courses are drawing methods, Figure drawing, human anatomy, garment rendering, textile movement, digital illustration & portfolio development.

Course Code: SLAL-BDESF-204

Course Name: Fashion History & Theory

Course description in brief:

This course will explore the impact of modernity on the history of 150 years of fashion. Notions of clothing, dress and the fashion system will be explored in the context of gender, identity and social change, focusing on changing constructions of the body in the 19th and 20th century. The course will also explore connections between the avant-garde and popular culture in the history of 20th century fashion, utilising the extensive collection of fashion and costume history. Students will learn to demonstrate knowledge of important factors that shaped theories of dress and the history of fashion. Locate developments in the history of fashion in the broader context of gender, identity and popular culture. Relate developments in the history of fashion to the history of the European Avant grade & Present written and oral arguments about the history of fashion.

Course Code: IILMU-CC-007

Course Name: Foreign Language

Course description in brief:

IILM university offers two languages : **French & Spanish**

The focus of this class will be on real-life language use, the integration of Francophone culture and language, and the acquisition of the four skills: reading, listening, writing, and speaking. During class time, you should expect to engage in group and pair work, and to actively participate in class. Attendance, participation, and individual preparation outside of class are essential for success.

Course Code: SLAP-BDESF-206

Course Name: Fashion Styling

Course description in brief:

The course trains students through a practical experimentation of the methods, the tools which have been studied and the cultural aspects: the projects (photo shoots of women, men and still life) are undertaken by studying the phases of research/development/and realization and represent the basic building blocks of the course of study. Each subject is thought about as it relates to the project: the technical and creative tools (software, digital corrections of the images, creating video); the cultural signals (contemporary fashion, photography, semiotics and in general being able to interpret images).

The fundamental goal is to form a Fashion Stylist capable of managing the creative process, the mechanisms of project design, to gain a full understanding of the different styles that fashion has historically experienced, as well as the contemporary trends, and to gain the ability to critically analyse new forms of fashion.

Course Code: SLAP-BDESF-207

Course Name: Pattern Development-I

Course description in brief:

The course aims to teach students to understand the process, which leads from the concept of an item of clothing by the stylist to its creation and reproducibility within a collection, encouraging the learning of technical skills and the ability to know how to interpret and create at the same time.

It is aimed at training young fashion professionals to confront and create every type of pattern, from sartorial to industrial, developing cuts and expanding the various bases with the right fit.

The aim of the course is also to bring to the classroom all the experience and training, to offer students a range of advanced skills to develop highly specialised professionals and able to put forward innovative ideas.

Pattern making involves three methods-

- Drafting
- Draping
- Flat paper patternmaking

Drafting: It involves measurements derived from sizing systems or accurate measurements taken on a person, dress or body form. Measurements for chest, waist, hip and so on, and ease allowances are marked on paper and construction lines are drawn to complete the pattern. Drafting is used to create basic, foundation or design patterns.

Draping: It involves the draping of a two dimensional piece of fabric around a form, conforming to its shape, creating a three-dimensional fabric pattern. This muslin is transferred to paper to be used as a final pattern . Ease allowances for movement are added to make the garment comfortable to wear. Advantage of draping is that the designer can see the overall design effect of the finished garment on the dress form before the garment piece is cut and sewn.

Flat Pattern Making : It involves the development of a fitted basic pattern with comfort ease to fit a person or body form. A sloper is the starting point for flat pattern designing. It is a simple pattern that fits the body with just enough ease for movement and comfort Five basic pattern pieces are used for women's clothing. They include a snug-fitting bodice front and bodice back with darts and a basic neckline, a sleeve and a fitted skirt front and back with darts. However, as fashion changes frequently women's styles fluctuate frequently. These basic sloper's are then manipulated to create fashions. A basic sloper has no seam allowances, which facilitates its manipulations to various styles. It has no design interest, only construction lines are marked on it. It is necessary that the basic structure of a sloper should be such that adjustments can be introduced easily. For a good pattern making, accurate measurements are of utmost importance.

Course Code: SLAP-BDESF-208/ SLAP-BDESF-302

Course Name: Garment Construction & Draping-I & II

Course description in brief:

The aim of the module is to enable students to understand the relationship of human body and clothing as a functional covering in three dimensional form. Students will simultaneously incorporate drafting and draping for final garment construction .

Students will be adhered with different ways of aligning seams, facings, plackets and practices followed by manufacturing units and export house of industry.

Students will learn new draping techniques like Transformational reconstruction, Zero Waste draping and free style draping with tutorial sessions

Course Code: SLAP-BDESF-209/ SLAL-BDESF-303

Course Name: Buying, Merchandising & Product Fundamentals-I & II

Course description in brief:

This Module provides students with an essential introduction to the fashion industry ,the role of merchandising and different forms of existing business. It depicts an overview of the industry, in addition to identifying key retailers and influential people within it. Students will also learn about the context of the Industry by exploring current trading situations.. Students will learn about the context within which merchandisers operate, the tasks and responsibilities they have and the key relationships pertaining to the role. Students will understand Merchandising is not a synonym for the buying function, it is an integrated, end-to-end business process that runs from planning the assortment, to sourcing, to distribution, to allocation of the goods to the stores, to promoting and selling the assortment to the customers and finally to replenishing inventory as necessary.

After studying this course students, be able to: explain the concept of merchandising, discuss the key elements of merchandising; explain the process of merchandising, discuss different roles played by the merchandisers, describe the philosophy of merchandising, describe different types of merchandise & discuss the classification of merchandise.

Course Code: IILMU-CC-008

Course Name: Foreign Language

Course description in brief:

IILM university offers two languages : **French & Spanish**

The focus of this class will be on real-life language use, the integration of Francophone culture and language, and the acquisition of the four skills: reading, listening, writing, and speaking. During class time, you should expect to engage in group and pair work, and to actively participate in class. Attendance, participation, and individual preparation outside of class are essential for success.

Teaching and learning of correct pronunciation will be an important part of learning the language and students will be trained with the audio-visual mediums regularly.

Levels that determine linguistic capability in areas such as communicative proficiency, active and receptive skills, and linguistic proficiency with specific ends. The levels are : A1 = Beginners, A2 = Elementary, B1 = Intermediate, B2 = Upper intermediate, C1 = Advanced, C2 = Proficiency.

During this academic year, the students will be continuing to prepare for the A1 Level.

Course Code: SLAP-BDESF-301

Course Name: Pattern Development-II

Course description in brief:

This Advanced Training Course in Pattern Making is a qualification focused on developing a technical profile in fashion design. In just two years, students will master the techniques of Haute Couture, as well as how to work on the modelling on a mannequin and work on garment volume. Students will also develop the ability to manage the creative process of the collection from making the drawings up to selecting the materials.

Course Code: SLAL-BDESF-304

Course Name: Design Marketing & Management

Course description in brief:

Design Marketing & Management encompasses the ongoing processes, business decisions, and strategies that enable innovation and create effectively-designed products, services, communications, environments, and brands that enhance our quality of life and provide organizational success.

On a deeper level, design management seeks to link design, innovation, technology, management and customers to provide competitive advantage across the triple bottom line: economic, social/cultural, and environmental factors. It is the art and science of empowering design to enhance collaboration and synergy between "design"

and "business" to improve design effectiveness. The scope of design management ranges from the tactical management of corporate design functions and design agencies, including design operations, staff, methods and processes—to the strategic advocacy of design across the organization as a key differentiator and driver of organizational success. It includes the use of design thinking—or using design processes to solve general business problems.

Course Code: SLAL-BDESE-305

Course Name: Entrepreneurship & Professional Practice

Course description in brief:

This module is a core paper for all design students and aims at teaching students the skills and resilience to thrive in the world of entrepreneurship. The course introduces students to the concepts of entrepreneurship with the objective of equipping them with tools to start their own ventures and to perform well in dynamic organizations. Participants would understand the different types of entrepreneurs and identify the approaches that best suit their professional context. This course is an introduction to professional practice in Design. In our study, we will deal primarily with the practical issues of Design entrepreneurship. This course proposes a design-based, critical approach to defining, understanding, evaluating and analysing professional practice in design. On completion it is expected that students will be able to: develop an understanding of basic concepts of entrepreneurship. Ability to generate and test creative ideas. Understanding the importance of a business plan and how to create one. Comprehend the traits that make a successful entrepreneur To relate with sustainable development goals (SDGs). To understand the business ethics of being a professional.

Course Code: SLAL-BDESE - 310

Course Name: Fashion Journalism

Course description in brief:

The fashion journalism course equips the students with skills to become an articulate and aware fashion writer in current media landscape. The course gives an insight of publishing fashion related information across a number of media outlets, such as fashion magazines, websites & television.

The course strives to encourage students to reflect personal beliefs and highlight how fashion communication is produced with efficient and effective strategies.

Course Code: SLAL-BDESF-306

Course Name: Luxury & Design

Credits:

Course description in brief:

The module focusses on giving an understanding to the design students for luxury industry & markets. The focus is on understanding user personas, touchpoints and role of experience design in the market. A very crucial understanding of brand identity, brand narration and how to convert the same in the products & spaces for interior and fashion students both. The module will make an intense investigative study on existing brands and brand experiences around the known industry leaders. The study of luxury products, luxury spaces, retail studios & design studios for one's understanding & takeaway to be applied in the design project eventually.

Course Code: SLAL-BDESE-307

Course Name: Technology & Sustainability

Credits:

Course description in brief:

This course focuses on the study and understanding of sustainable practices and its influence in today's design industry and modern life. Sustainable design refers to the use of raw materials derived from eco-friendly resources, their derivation and product development processes. The course also explores the methods of sustainable design and production process including the consumption of the designed product. Special emphasis will be placed on the traditional phenomenon and on recycling and upcycling as fundamental parts of this complex subject.

The course will introduce traditional and contemporary design & craft practices in context to sustainable design environment revisiting traditional processes and methods in fashion industry along with evaluating impact of new emerging technologies. A comparative study of traditional and contemporary processes including manufacturing and choices of raw materials, dyeing and finishing processes, cutting, sewing and finishing technology, marketing and distribution of finished products, consumer use and final disposal. There will be

introduction to global fashion brands and its economic, socio-cultural and environmental impact: Study sustainable brands and companies worldwide with a more critical approach and a clear understanding of sustainability, ethics and fair trade in the design ecosystem. The Case studies of inspiring and successful sustainable fashion initiatives will encourage Design thinking and creative problem-solving strategies for sustainable design solutions:

Exploring revolutionary ideas: to green the industrial machine processes; to repair social and business practices; and to create a new way of viewing and living fashion including Zero waste design Process:

Hands-on exercise exploring innovative design approach that produces no fabric waste. In effect, patternmaking and construction techniques becomes an integral part of the process, creating a richer, more sustainable design practice.

Course Code: SLAL-BDESE-308

Course Name: Retail & E-commerce

Credits:

Course description in brief:

This Module provides students with an essential introduction to the retail, E-retail and different forms of existing businesses.

This module provides learners with insight about operations in a transformed retail industry. Students will learn how to navigate the disruption in retail marketing caused by pandemic and to develop a framework to create a competitive strategy that focuses on a new customer-centric approach to marketing.

The module also looks at current scenarios in the industry including ethics, sustainability and new media digital marketing (virtual platforms, e-commerce, and social media). Aim of the module is to aware students of the evolution of this industry from past to present, dynamics and system of business and working for this industry.

Course Code: SLAP-BDESE-309

Course Name: Visual Communication

Credits:

Course description in brief:

This module should help students develop & understand the concepts, graphic designs use for spaces and buildings, including signage, information and exhibition graphics, graphics for glass walls, stairways, corridors, etc. The concepts that relate to the architecture, design, and function of the building as well as to the history brought in by its users. The implementation of a graphic concept should offer the opportunity to refine and strengthen the identity that client/designer wishes to unfold in a creative work .

Course Code: SLAL-BDESF-311

Course Name: Fashion Project

Credits:

Course description in brief:

In this module students will make a project dissertation using skill attained till this term . This module helps to develop and reinforce the students experience and understanding of the techniques and procedures encompassed with real industry spaces. Design oriented topic for the project will be shared during the first session .

Course Code: SLAP-BDES-401

Course Name: Summer Internship

Credits:

Course description in brief:

An internship is a form of experiential learning that integrates knowledge and theory learned in the classroom with practical application and skills development in a professional setting. Internships give students the opportunity to gain valuable applied experience and make connections in professional fields they are considering for career paths; and give employers the opportunity to guide and evaluate talent.

The goal is to understand: Describe traditional and emerging use cases for interactivity in cartography and Create: Design an interactive map suitable for a given set of user needs.

Course Code: SLAP-BDES-402

Course Name: Design Project I (Industry Project)- NGO/ Social Impact**Course description in brief:**

Design has the power to change lives, transform environments, and manipulate behaviours. It touches upon all domains and disciplines and can influence the way we think and act. Design often has had negative impacts, but there is also a potential for doing a lot of good. Design often tends to favour privileged populations, but it can also uplift the underprivileged. In this module, we will explore the ways in which design can bring about positive social change - raise awareness, improve the quality of life, and benefit wider populations, many of whom are ignored, neglected, and forgotten. The module will bring together students from multiple disciplines to work on design challenges. The goal is to see design not just as a force for social change, but as an opportunity for collaboration and cooperation.

Course Code: SLAP-BDES-403**Course Name: Design Project II (Industry Project)****Course description in brief:**

Students may undertake an industry project with any organisation in India or abroad. 'Organisation' here means a public sector organisation, any privately owned or managed firm, or an NGO. In a sponsored project, it is the sponsor who often determines the initial design brief and the expectations / scope of work for the project. In some cases this is done in consultation with the student. The students also have the option of undertaking self-initiated projects on a topic of their interest.

Course Code: SLAP-BDES-404**Course Name: Final Graduation Project****Course description in brief:**

This module is a core paper for all design students. As the final stage of the student's design education, the project provides an opportunity to the student to undertake a real life design project and test his/her ability to operate as a professional designer. This module helps to develop and reinforce the students experience and understanding of the techniques and procedures encompassed with real industry spaces. Finally students should apply knowledge and skills acquired to design spaces based on understanding of user needs.

The conclusion of the student academic tenure at the IILM University is marked by the culmination of the substantial investigation in the field of design on a topic closely allied to their discipline of the study. It is through the graduation project and subsequent documentation of the same that this investigation takes place. This is the final graduation project for the student. A jury comprising of internal and external experts evaluates the students' performance in the graduation project, after which, students are awarded undergraduate degree from the university. The graduation project is an opportunity for students to demonstrate their expertise as independent practitioners of design. However, this project must be done with academic rigour incorporating systematic inquiry and informed design decisions. The phrase 'Systematic Inquiry' implies the presence of a structure and method by which the student must carry out his/her project. The graduation project should reflect the thought leadership manifested through creativity and innovation. The graduation project should lead to new knowledge creation and should align with broader objectives of the institute and should reflect the students ability to:

- Apply his/her learning to current practices in the process of creating new forms of products, processes, services, or systems.
- Analyse and refine his/her ideas in an iterative manner on the basis of critique.
- Evaluate / reflect upon the creative processes he/she has followed.

Programme: Bachelor of Design

Specialisation: Interior design

Course Code: IILMU-CC-001

Course Name: Digital Humanities

Course description in brief:

The course is a combination of 3 units - **Photography, Drawing & Sketching, Colour Theory & Psychology.**

The module on Photography is to learn the fundamentals of photography **Course Code: IILMU-CC-001**
We all do reading at computer. In such situations, computer replaces the printed books. What could we discover if we read a text published in the early 18th or 19th centuries? Does this bring any change in reading and understanding of a novel if we laid it out in geographical space? Digital Humanities course help us explore the above questions.

The module includes the organized use of digital resources in humanities and the analysis of their application. It helps us to understand and interpret a thousand of books all at once. Primary sources of information are more frequently digitized and available online. We need to know how to use the new tools, methods, and sources to understand the nature of literary studies in digital age. This course examines the contrasts and continuities between traditional and digital humanities, role of digital archives, and the tools and techniques used by digital humanists.

Course Code: IILMU-CC-002

Course Name: Critical Thinking

Course description in brief:

This course dissects the components of arguments and helps students to interpret them based on their perspectives. Students are introduced to the processes of logical reasoning to interpret arguments and learn how to evaluate the quality of reasoning behind arguments, interpretations, and/or beliefs. In this course, we will practice the skills involved in “critical thinking”, the process by which we develop and support our beliefs and evaluate the strength of arguments. The central goal of this course is to empower you to think more clearly and analytically about what you believe and be more effective in arguing for your views.

Course Code: IILMU-CC-003

Course Name: Written and Oral Communication

Course description in brief:

The course is aimed at equipping the student with the knowledge and technique of communicating effectively for a successful professional and personal life. Oral and written Communication is an applied course, that provides students a platform to enhance their skills, honing these through skill acquisition, practice followed by feedback in an interactive mode. The course will help students to communicate accurately using different contemporary modes. As the course will be common to students of other schools, the focus will be to attempt reading and reference from their domain for ease of understanding and assimilation. Developing excellent oral and written communication skill is extremely important to your career success, whether you are already working or are about to enter today's workplace. Surveys of employers show that communication skills are critical to effective job placement performance, career advancement and organizational success. Employers often rank communication skills among the most-requested competencies. Communication skills include writing, reading, listening, nonverbal, and speaking skills. Writing skills are more important than ever because technology enables us to transmit messages more rapidly, more often and to greater numbers of people than ever before. Flatter organizations demand that every employee be a skilled communicator. Communicating with peers, managers, clients, and customers who differ in race, ethnicity, gender, age and lifestyle is commonplace and requires special skills. The most successful players in the new world of work will be those with highly developed communication skills. The lectures, discussions, assignments and exercises in this course are designed to improve your practical communication skills.

Course Code: IILMU-CC-004

Course Name: Art Mediums & Expressions**Course description in brief:**

The objective of this module is to focus on 2 aspects - Art mediums and art as a form of expression. The module will cover different art mediums such as painting. Painting is the practice of applying paint or other media to a surface, usually with a brush and can be in either of these forms -acrylic, watercolour or oil paints. Students will also be introduced to popular artists and artworks from across the world.

Art is a form of expressing oneself through various mediums. The module aims to help students understand how via these mediums they can best communicate and express themselves. The arts provide the opportunity to explore our inner inspirations and depths. The module will help discover various aspects and the relationship between fashion and art and how important clothing is as a form of expression. Music, dance, photography and writing can be considered forms of art and ways in which people express themselves as well. World over one can see how people are using their love of music, dance and the visual arts to not just simply express themselves but also to help others. Students will develop visual literacy and be able to describe, analyse and interpret created artworks.

Course Code: SLAP-BDES-101**Course Name: Visualization and Drawing Techniques****Course description in brief:**

The course is a combination of 3 units - **Photography, Drawing & Sketching, Color Theory & Psychology.**

The module on Photography is to learn the fundamentals of photography and to be able to apply the basic techniques to capture great photographs. Students will learn all the basic rules and settings that photography enthusiasts should know, no matter which camera is being used.

The course covers, how to hold your camera, composition, light usage, transferring your photos from digital media, storage, file formats and exporting final resolutions for most applications. The module will cover the fundamentals of aperture, shutter speeds, exposure, and the difference between shooting in studio and outside locations.

The purpose of this module on photography is to enhance the conceptual awareness of photography as a means of artistic expression and learn the workings of it through experimentation, experience and a process of discussion and feedback.

The module on Drawing & Sketching covers the study and application of different drawing media, methods and techniques. Being able to express an idea with a quick sketch and having the confidence to share it with other people, is a valuable communication tool no matter what field you are in.

Sketches are pictorial representation that fully defines a concept, design or idea. Designers create drawings during early design stages to communicate ideas and as a “thinking aloud” process.

In this course, students explore the process of drawing using graphite pencils, charcoal, coloured pencils, and pastels. The guided exercises provide an opportunity to improve drawing skills and help learn techniques to make drawing more enjoyable and easier. Students learn many drawing skills including how to draw contour lines, perspective and size relationships, shading and colours.

The module on Colour Theory & Psychology is to understand the science of colour and to be able to apply that, in real life situations. It will introduce students to details of colour theory and the behaviour of pigments. The module will elaborate on how colours and certain principles can be used to communicate visual perceptions, emotions and feelings

Students are introduced to the concept of colour psychology and given an in-depth understanding of the importance and relevance.. The study of the symbolism of each colour in different contexts, countries and cultures to further understand consumer/client behaviour.

Marketing is an important area, which has explored colour as a medium to communicate and grab the attention of the viewer. The module explores the use of colours across brands of different categories and segments. The sessions are dedicated towards consciously understanding this behaviour to be able to create visually thought after and challenging compositions.

Course Code: SLAP-BDES-104/ SLAP-BDES-108**Course Name: Material Exploration & Craft Studies-I & II****Course description in brief:**

The unit applies to the manipulation of a range of paper, wire, fibres, fabrics and other material used in the production of garments, accessories, interior and exterior applications, commissioned textiles, 2 dimensional and 3 dimensional objects. Learning activities in this unit will include a variety of methods - technical

workshops, projects, research, documentation, written reports and in-class exercises. Students will be required to creatively apply manipulation techniques to produce 2 dimensional and 3 dimensional products. This exploratory course helps students understand the structural, visual, tactile properties of different materials. The students will explore nature of hand tools, semi-auto machines and its application on materials, experiment with techniques of material shaping, manipulation and form transition.

Course Code: SLAP-BDES-105/ SLAP-BDES-104

Course Name: Design Fundamentals I & II

Course description in brief:

Design Fundamentals explores the basic design principles and sources of design inspiration fundamental to all visual arts through readings, discussion, exercises and laboratory application. This is a visual design theory course that introduces the core concepts of visual design — visual elements, principles of design and creative process. Composition issues and strategies valid in all areas of visual design are explored through examples, exercises, critiques and creative projects. All art and design students are required to complete this course as it serves designers in a variety of other areas.

Course Code: IILMU-CC-005

Course Name: Team Work and Intergroup Relations

Course description in brief:

The course introduces the students to the concepts, methods and models of high performing teams and teamwork, managerial effectiveness and individual effectiveness in building interpersonal skills. The course will deal with a range of topics from defining roles, role of communication, effective decision making, valued diversity, managing conflicts, influencing and building positive atmosphere, cooperative relationships and participative leadership. It helps students to understand and explain teams, their characteristics and formation process, articulate how teamwork and organizational contexts influence team effectiveness, apply concepts of individual differences and team dynamics for better performance, assess their own qualities as a team member and understand how individual team member characteristics influence team effectiveness & to develop and practice skills necessary for effective team work

Course Code: IILMU-CC-006

Course Name: Environment Studies and SDG

Course description in brief:

This course introduces the fundamental concepts of environmental studies as essential to any socially and environmentally responsible citizen. The course focuses on the issues and challenges with respect to the protection and conservation of the environment.

The module sensitize students to the imperative and multidisciplinary nature of environmental studies. Also to the fundamentals of ecosystems and biodiversity.

Course Code: SLAP-BDES-105/ SLAP-BDES-201

Course Name: Design Process & Research I & II

Course description in brief:

We introduce and refine our creative problem-solving skills. We work to understand and analyse design problems, developing distinctive concept statements and then creating and refining designs that manifest that concept. The course involves a balance of lecture and discussion along with extensive design exercises and design problems. Developed concepts ground great design. Inspiration, of whatever sort, begins a concept. Talent and technical skills are needed to implement and present designs, but the practice of refining, revising and gradually improving solutions is the most valuable and necessary ability for a successful designer in any field. Great research breeds great design. Design researchers carefully investigate human experience and behaviour, dream up new ways to spark and distil insight, and inspire teams and clients to address people's needs through bold, optimistic design. Design research concerns itself with developing insights and inspirations to strategically inform a design and innovation process and uses qualitative research methods. Design research is rooted in the discipline of design studies and methods, where the creative processes of designers are studied and articulated for replication. Over the years, as user-centred design became a central driving force of innovation, design research has come to encompass all the methods used to gather data from various sources to define a product or a system's requirement. It helps us to narrow down and pin point more accurately issues and problems that may not be apparent at the superficial level, and also helps us to uncover the

'real' problem or requirement. It helps us to understand all the stakeholders, from users and customers to producers and sellers, within the system and all the factors that influence and govern them. Design Research helps us to define the requirements so that the product or system solves a key, crucial problem, in a novel and innovative manner, offering value to the end-user and other stakeholders too. Design researchers borrow methods from anthropology & ethnography, strategic thinking, and market research to gather information from various stakeholders and synthesize the data into actionable insights and requirements for the design and innovation team.

Course Code: SLAL-BDES-106

Course Name: History of Art & Design

Course description in brief:

This module will help the students to understand the evolution in art and design with reference to its historical context. The course strives to make students aware of the different trends of art and design with respective changes through history and the factors which are responsible for these changes. They should be able to understand the key characteristics of different periods and distinguish art from different period. This module will help the students to understand the evolution in art and design with reference to its historical context.

Course Code: SLAL-BDES-107

Course Name: Design & Media

Course description in brief:

The design and media communication sector is a flourishing global industry. The module gives students an insight on the impact and influence that design, media and culture have on each other. It is about empowering students to explore and embrace design complexities and to combine their skills with creativity in design. The module provides students with a strong foundation in understanding conceptualization, visual communication and content development. They get a firm grounding of visual communication be it in terms of reading an image, understanding aesthetics, or creating the perfect portfolio.

Course Code: SLAP-BDESI-204

Course Name: Technical Drafting & Digital Software

Course description in brief:

Technical Drafting is to impart the knowledge of drawing skills as a tools to design, thinking, visualization and representation. The concept of 2D drawings that is orthographic projections, which is further explained as plans and elevations of the simple object to the complex, to 3D drawings which are isometric view, axonometric view and perspectives are all covered in this module. Upon enhancing the basic manual drafting knowledge students will be taught technical representation of drawing through the medium of Auto CAD software in 2D . Auto Cad is the basic computer graphics as a tool of showcasing interior technical drawings representation.

3D Studio Max offers a rich and flexible toolset to create premium designs with full artistic control.

It visualizes high-quality architectural renderings , model finely detailed interiors and objects and bring characters and features to life with animation.

Composition issues and strategies valid in all areas of visual design are explored through examples, exercises, critiques and creative projects. All art and design students are required to complete this course as it serves designers in a variety of other areas and also accelerates manual steps to boost productivity.

Course Code: SLAP-BDESI-205

Course Name: Interior Design – Residential (Core)

Course description in brief:

The objective of the course is to sensitize students about the importance of spatial experience while designing a 'home'. The design objectives of accessibility, aesthetics, cost-effectiveness, functionality, maintenance, conservation, productivity, security/safety, and sustainability go together while designing a home.

It takes the students through the process of understanding the clients' needs and designing with respect to it. A study of how spaces work in a home, analysis of their own spaces and study of various interior design styles leads the students to a better comprehension of user centric design and how each activity happens and changes with the space.

Course Code: ILMU-CC-008

Course Name: Foreign Language

Course description in brief:

ILM university offers two languages : **French & Spanish**

The focus of this class will be on real-life language use, the integration of Francophone culture and language, and the acquisition of the four skills: reading, listening, writing, and speaking. During class time, you should expect to engage in group and pair work, and to actively participate in class. Attendance, participation, and individual preparation outside of class are essential for success.

Teaching and learning of correct pronunciation will be an important part of learning the language and students will be trained with the audio-visual mediums regularly.

Levels that determine linguistic capability in areas such as communicative proficiency, active and receptive skills, and linguistic proficiency with specific ends. The levels are : A1 = Beginners, A2 = Elementary, B1 = Intermediate, B2 = Upper intermediate, C1 = Advanced, C2 = Proficiency.

During this academic year, the students will be continuing to prepare for the A1 Level.

Course Code: SLAP-BDESI-203/ SLAP-BDESI-206

Course Name: Building Material & Construction I & II

Course description in brief:

This module is a core paper for all design students. This module is taught in two parts. In this module I student will be introduced with different materials available in the existing market. They will do thorough market research for different materials and hence be able to use them judiciously in their design projects. They will also learn various techniques and methods of construction e.g. brick wall masonry with different techniques etc. Students are expected to visit construction sites where interact with different technicians working live on sites and analyses the real construction process. Students will work on individual projects and case study. The aim of the module is to equip students with the knowledge of all the existing material used in construction of buildings and interior spaces.

In continuation to equip students with the knowledge of all the existing material used in construction of buildings and interior spaces. Through this process students will develop a sense of designing the spaces with the right use of materials and construction techniques. Students will learn behaviour of material, their availability in market, sizes and cost. Objective of this module is to understand the various systems of construction, framing of opening, like Arches, Lintels, Doors, staircase. Understanding of Finishes of horizontal, vertical and inclines surfaces. Understanding to be enhanced with case studies, site visits, sketches and drawings.

Building Material and Construction Process II explores the complex design principles and sources of design inspiration. This is a particle course that introduces space planning which includes the study of horizontal and vertical planes/ surfaces with functional efficiency. The elements of design in interiors create a right mood, ambience and visual interest in the interior surfaces, such as flooring, wall treatment, and false ceiling wherein these elements when designed should blend with right use of construction technology.

Course Code: SLAP-BDESI-203

Course Name: Building Technology & Services

Course description in brief:

This module is a core paper for all design students. This course trains to develop students with the study of a variety of services which a building has to offer for smooth functioning of space. Students will learn behaviour of material and basic structure systems. Thorough knowledge of services like water supply, plumbing, drainage, electricity supply which is essential part of design of a project. The course will be taught with a combination of lectures and experiential learning techniques so that students will learn the specifics of a particular subject matter and about their own strengths and weaknesses as a learner. The aim of the module is to impart the knowledge of technical services provided for basic functioning of any building/ structures.

The course will be taught with a combination of lectures and experiential learning techniques so that students will learn the specifics of a particular subject matter and about their own strengths and weaknesses as a learner. The course is to impart the knowledge of technical services provided for basic functioning of any building/ structures. Students will learn behaviour of material and basic structure systems. Thorough knowledge of services like water supply, plumbing, drainage, electricity would be part of this module. These elements when designed should blend with right use of technology and its installation. Services like HVAC, fire protection, ducting are also part of this course

Course Code: SLAP-BDESI-209/ SLAP-BDESI-303

Course Name: Interior Styling I & II

Course description in brief:

An Interior Styling module is apt for those wanting to learn the elements and fundamental components required for styling development of an already built property. The module emphasizes developing your “designer’s eye” and understanding how to apply the knowledge and create inspirational designs for Residential and Commercial environments like Home, Hospitality (Hotels, Restaurants, Resorts), Commercial and Retail Spaces, Events and Stage Sets. The module enhances the comprehension of design and colour improving the ability of practical application for students. Interior Styling allows you to obtain the skills of designing a client presentation and developing an exciting yet utilitarian space for commercial as well as residential owners.

Course Code: SLAP-BDESI-210

Course Name: Interior Design - Commercial/Public Spaces

Course description in brief:

This module is a core paper for all design students. This course introduces the students to basic principles of Interior Design and to develop basic design skills and understanding of Commercial spaces and spatial relationships. This module helps to develop and reinforce the students experience and understanding of the techniques and procedures encompassed with Commercial spaces. Finally students should apply knowledge and skills acquired to design Commercial spaces based on understanding of user needs.

Course Code: IILMU-CC-007 / IILMU-CC-008

Course Name: Foreign Language I & II

Course description in brief:

IILM university offers two languages : **French & Spanish**

The focus of this class will be on real-life language use, the integration of Francophone culture and language, and the acquisition of the four skills: reading, listening, writing, and speaking. During class time, you should expect to engage in group and pair work, and to actively participate in class. Attendance, participation, and individual preparation outside of class are essential for success.

Teaching and learning of correct pronunciation will be an important part of learning the language and students will be trained with the audio-visual mediums regularly.

In continuation with previous term students will prepare for the A1 Level.

Course Code: SLAL-BDESI-301

Course Name: Interior Design History & Project

Course description in brief:

Throughout history, architects and designers have created spaces based on influences from their cultures, environments and history. Interior designers must be knowledgeable about the many different design styles that have been used throughout history. Understanding these styles not only help designers to develop their own unique styles, it also helps them deliver the expertise their clients expect. This trains the students on how an investigation into the historic imperatives in relation with today can be turned into an aid to the design process. In a way, history of interior design reflects the traditions, customs in using environments. Therefore, in a way of educating new interior designers, history courses take role in not only developing a base for profession, but also lead to establish consciousness in the contextual understanding of the profession.

Course Code: SLAP-BDESI-302

Course Name: Furniture Design

Course description in brief:

This module is a core paper for all design students. During this module, students will have the opportunity to develop advanced skills in the fields of furniture design, that will enable them to engage in highly-innovating projects focused on design languages, experimenting with traditional and new materials and technologies, and an in-depth cultural analysis of social trends. They will develop an understanding of the design processes and the creativity tools required to create original pieces of furniture, with a distinctive ability to address new scenarios through culturally-grounded design proposals. Students learn how to envision rising needs and market trends, and to manage an innovation process based on a design research approach, with the overall objective of identifying previously-unexplored solutions and products.

Course Code: SLAP-BDESI-310

Course Name: Interior Design - Retail & Exhibition

Course description in brief:

This module is a core paper for all design students. This course introduces the students to the medium of exhibition Design in its varied forms –from street displays to village fairs, the fare at Pragati Maidan as well as art exhibits; museums and permanent installations – as also mobile exhibitions. This course introduces the students to basic principles of Interior Design and to develop basic design skills and understanding of exhibition design and spatial relationships. This module helps to develop and reinforce the students experience and understanding of the techniques and procedures encompassed with Commercial spaces. Finally students should apply knowledge and skills acquired to design Exhibition spaces based on understanding of user needs.

Course Code: SLAL-BDESF-304

Course Name: Design Marketing & Management

Course description in brief:

Design Marketing & Management encompasses the ongoing processes, business decisions, and strategies that enable innovation and create effectively-designed products, services, communications, environments, and brands that enhance our quality of life and provide organizational success.

On a deeper level, design management seeks to link design, innovation, technology, management and customers to provide competitive advantage across the triple bottom line: economic, social/cultural, and environmental factors. It is the art and science of empowering design to enhance collaboration and synergy between "design" and "business" to improve design effectiveness. The scope of design management ranges from the tactical management of corporate design functions and design agencies, including design operations, staff, methods and processes—to the strategic advocacy of design across the organization as a key differentiator and driver of organizational success. It includes the use of design thinking—or using design processes to solve general business problems.

Course Code: SLAL-BDESF-303

Course Name: Buying, Merchandising & Product Fundamentals

Course description in brief:

This Module provides students with an essential introduction to the fashion industry ,the role of merchandising and different forms of existing business. It depicts an overview of the industry, in addition to identifying key retailers and influential people within it. Students will also learn about the context of the Industry by exploring current trading situations.. Students will learn about the context within which merchandisers operate, the tasks and responsibilities they have and the key relationships pertaining to the role. Students will understand Merchandising is not a synonym for the buying function, it is an integrated, end-to-end business process that runs from planning the assortment, to sourcing, to distribution, to allocation of the goods to the stores, to promoting and selling the assortment to the customers and finally to replenishing inventory as necessary. After studying this course students, be able to: explain the concept of merchandising, discuss the key elements of merchandising; explain the process of merchandising, discuss different roles played by the merchandisers, describe the philosophy of merchandising, describe different types of merchandise & discuss the classification of merchandise.

Course Code: SLAL-BDESF-306

Course Name: Luxury & Design

Course description in brief:

The module focusses on giving an understanding to the design students for luxury industry & markets. The focus is on understanding user personas, touchpoints and role of experience design in the market. A very crucial understanding of brand identity, brand narration and how to convert the same in the products & spaces for interior and fashion students both. The module will make an intense investigative study on existing brands and brand experiences around the known industry leaders. The study of luxury products, luxury spaces, retail studios & design studios for one's understanding & takeaway to be applied in the design project eventually.

Course Code: SLAL-BDESE-307

Course Name: Technology & Sustainability

Course description in brief:

This course focuses on the study and understanding of sustainable practices and its influence in today's design industry and modern life. Sustainable design refers to the use of raw materials derived from eco-friendly resources, their derivation and product development processes. The course also explores the methods of sustainable design and production process including the consumption of the designed product. Special emphasis will be placed on the traditional phenomenon and on recycling and upcycling as fundamental parts of this complex subject.

The course will introduce traditional and contemporary design & craft practices in context to sustainable design environment revisiting traditional processes and methods in fashion industry along with evaluating impact of new emerging technologies. A comparative study of traditional and contemporary processes including manufacturing and choices of raw materials, dyeing and finishing processes, cutting, sewing and finishing technology, marketing and distribution of finished products, consumer use and final disposal. There will be introduction to global fashion brands and its economic, socio-cultural and environmental impact: Study sustainable brands and companies worldwide with a more critical approach and a clear understanding of sustainability, ethics and fair trade in the design ecosystem. The Case studies of inspiring and successful sustainable fashion initiatives will encourage Design thinking and creative problem-solving strategies for sustainable design solutions:

Exploring revolutionary ideas: to green the industrial machine processes; to repair social and business practices; and to create a new way of viewing and living fashion including Zero waste design Process:

Hands-on exercise exploring innovative design approach that produces no fabric waste. In effect, patternmaking and construction techniques becomes an integral part of the process, creating a richer, more sustainable design practice.

Course Code: SLAL-BDESE-308

Course Name: Retail & E-commerce

Course description in brief:

This Module provides students with an essential introduction to the retail, E-retail and different forms of existing businesses.

This module provides learners with insight about operations in a transformed retail industry. Students will learn how to navigate the disruption in retail marketing caused by pandemic and to develop a framework to create a competitive strategy that focuses on a new customer-centric approach to marketing.

The module also looks at current scenarios in the industry including ethics, sustainability and new media digital marketing (virtual platforms, e-commerce, and social media). Aim of the module is to aware students of the evolution of this industry from past to present, dynamics and system of business and working for this industry.

Course Code: SLAP-BDESE-309

Course Name: Visual Communication

Course description in brief:

This module should help students develop & understand the concepts, graphic designs use for spaces and buildings, including signage, information and exhibition graphics, graphics for glass walls, stairways, corridors, etc. The concepts that relate to the architecture, design, and function of the building as well as to the history brought in by its users. The implementation of a graphic concept should offer the opportunity to refine and strengthen the identity that client/designer wishes to unfold in a creative work .

Course Code: SLAP-BDESI-310

Course Name: Interior Design - Retail & Exhibition

Course description in brief:

This module is a core paper for all design students. This course introduces the students to the medium of exhibition Design in its varied forms –from street displays to village fairs, the fare at Pragati Maidan as well as art exhibits; museums and permanent installations – as also mobile exhibitions. This course introduces the students to basic principles of Interior Design and to develop basic design skills and understanding of exhibition design and spatial relationships. This module helps to develop and reinforce the students experience and understanding of the techniques and procedures encompassed with Commercial spaces. Finally students should apply knowledge and skills acquired to design Exhibition spaces based on understanding of user needs.

Course Code: SLAP-BDES-401

Course Name: Summer Internship

Course description in brief:

An internship is a form of experiential learning that integrates knowledge and theory learned in the classroom with practical application and skills development in a professional setting. Internships give students the opportunity to gain valuable applied experience and make connections in professional fields they are considering for career paths; and give employers the opportunity to guide and evaluate talent.

The goal is to understand: Describe traditional and emerging use cases for interactivity in cartography and Create: Design an interactive map suitable for a given set of user needs.

Course Code: SLAP-BDES-402

Course Name: Design Project I (Industry Project)- NGO/ Social Impact

Course description in brief:

Design has the power to change lives, transform environments, and manipulate behaviours. It touches upon all domains and disciplines and can influence the way we think and act. Design often has had negative impacts, but there is also a potential for doing a lot of good. Design often tends to favour privileged populations, but it can also uplift the underprivileged. In this module, we will explore the ways in which design can bring about positive social change - raise awareness, improve the quality of life, and benefit wider populations, many of whom are ignored, neglected, and forgotten. The module will bring together students from multiple disciplines to work on design challenges. The goal is to see design not just as a force for social change, but as an opportunity for collaboration and cooperation.

Course Code: SLAP-BDES-403

Course Name: Design Project II (Industry Project)

Course description in brief:

Students may undertake an industry project with any organisation in India or abroad. 'Organisation' here means a public sector organisation, any privately owned or managed firm, or an NGO. In a sponsored project, it is the sponsor who often determines the initial design brief and the expectations / scope of work for the project. In some cases this is done in consultation with the student. The students also have the option of undertaking self-initiated projects on a topic of their interest.

Course Code: SLAP-BDES-404

Course Name: Final Design Project

Course description in brief:

This module is a core paper for all design students. As the final stage of the student's design education, the project provides an opportunity to the student to undertake a real life design project and test his/her ability to operate as a professional designer. This module helps to develop and reinforce the students experience and understanding of the techniques and procedures encompassed with real industry spaces. Finally students should apply knowledge and skills acquired to design spaces based on understanding of user needs.

The conclusion of the student academic tenure at the IILM University is marked by the culmination of the substantial investigation in the field of design on a topic closely allied to their discipline of the study. It is through the graduation project and subsequent documentation of the same that this investigation takes place.

This is the final graduation project for the student. A jury comprising of internal and external experts evaluates the students performance in the graduation project, after which, students are awarded undergraduate degree from the university. The graduation project is an opportunity for students to demonstrate their expertise as independent practitioners of design. However, this project must be done with academic rigour incorporating systematic inquiry and informed design decisions. The phrase 'Systematic Inquiry' implies the presence of a structure and method by which the student must carry out his/her project. The graduation project should reflect the thought leadership manifested through creativity and innovation. The graduation project should lead to new knowledge creation and should align with broader objectives of the institute and should reflect the students ability to:

- Apply his/her learning to current practices in the process of creating new forms of products, processes, services, or systems.
- Analyse and refine his/her ideas in an iterative manner on the basis of critique.
- Evaluate / reflect upon the creative processes he/she has followed.

